

QUINN

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NYC/Miami

April 19, 2017

Marion FOURESTIER
Director of Communications - USA
ATOOUT FRANCE-France Tourism Development Agency
825 Third Avenue, 29th Floor
New York, NY 10022

Dear Marion:

We are delighted that you have chosen to retain Quinn to undertake the public relations efforts for Paris and Ile-de-France.

1. Compensation

Under this agreement ATOOUT FRANCE-France Tourism Development Agency agrees to pay Quinn a fee of \$ 4,250 per month beginning May 1, 2017. The fee covers approximately 20 hours of account work that includes media relations and marketing initiatives designed to help achieve your PR, marketing and sales goals. See scope of service attached. Should any unforeseen crisis situation arise for which you require additional services in excess of five hours in any given month, those activities will be billed at our hourly crisis rates, attached.

Fees are billed on the first of every month and are due on receipt. Any invoices unpaid after 90 days will incur a 5% finance charge. Out-of-pocket expenses and special projects are billed separately at the standard agency mark-up of 15%, once a month.

2. Term

The term of this agreement begins May 1, 2017 and continues until December 31, 2017. Either party may cancel this agreement with three months (90 days) written notice. ATOOUT FRANCE-France Tourism Development Agency is responsible for all fees and expenses related to services through the date of termination.

If you are in agreement with the foregoing, please execute and return a copy of this letter whereupon it shall constitute our agreement. We look forward to a very successful effort!

By: _____
Florence Quinn, President, Quinn
Accepted and agreed to this ____ day of _____ 20__

By: _____
Marion FOURESTIER, Director of Communications – USA, ATOUT
FRANCE-France Tourism Development Agency
Accepted and agreed to this ____ day of _____ 20__

Crisis Rates

President	\$ 375
Executive Vice President	\$ 325
Senior Vice President	\$ 300
Vice President	\$ 275
Associate Vice President	\$ 250
Account Supervisor	\$ 225
Senior Account Executive	\$ 200
Account Executive	\$ 175
Junior Account Executive	\$ 150

Scope of services

1. Identify and select press to participate in the three last multi-market press trips – 3 to 4 American journalists per trip

- late June: Paris by night – Paris only
- late September: shopping fashion & creative innovation – Paris & Paris Region
- late November (Christmas, shopping) – Paris & Paris Region

2. Creating content – press releases, newsletter, pitching on the following monthly themes – content to be provided by the principals

- May : Golf + sports – Paris Region only
- June : Festive Paris Nights & Entertainment – Paris only
- July: My summer in Paris & Paris Region (leisure & what they call alternative tourism—will define better later)
- August: My summer in Paris & Paris Region (leisure & what they call alternative tourism—will define better later)
- September: shopping, fashion, creativity/design – Paris only
- October: Culture – Paris only (pop culture)
- November/December : My winter in Paris & Paris Region

3. Monthly clipping report on PR firm actions: press trips, releases, newsletters, pitching + monitoring & reporting on major Paris & Paris Region travel (cultural, gastronomy...) news in the U.S. media

4. Budget: 4000 euros a month maximum*

Additional funds have been set aside for special projects: events, inviting a TV production for a press trip on original subjects and other suggestions involving a cost.

* To be paid in U.S. dollars